



Social Media Toolkit

Thank you for registering for Team IMPACT's All In 5K! This toolkit includes everything you need to promote the All In 5K on your personal social media channels. Social media connects the entire Team IMPACT community, and by posting about your All In 5K experience, you will be #AllInAllTogether with Team IMPACT supporters nationwide.



What Should I Share?

Option 1: Share Information about Team IMPACT or the All In 5K

Show your audience what Team IMPACT and the All In 5K is all about! Example posts are on page 3 of this document.

Option 2: Add your Brand

You can add your school, company, team, or any other logo to the All In 5K graphics below, or create your own! The templates are on page 4 of this document.

Option 3: Share Challenges and Where the Money Goes!

Encourage people to register or donate by sharing the All In 5K challenges to your story, available on page 5 of this document. Or, tell your supporters what their money goes towards and how Team IMPACT will use the donations from the All In 5K. You can find images and explanations to share on page 6.

Option 4: You Decide!

Be creative on your social media stories, feed posts, and status updates when sharing your All In 5K experience. Here are some ideas:

- Record a video, share photos, or simply write down your thoughts.
- Pull graphics from this toolkit to support why others should get involved.
- Post a photo in your Team IMPACT or school gear
- Share a preparation photo or video and/or share advice from your training (e.g. stretching, on a walk, preparing a nutritious meal, resting, etc.)

Most importantly, **be authentic**. Team IMPACT is an organization that prides itself on diversity, inclusion, resilience, and authenticity to create a unique community of belonging. As part of that community, we value what makes you YOU and encourage you to let your personality shine through in your posts.



Sample Posts

If you're stuck on what to share in social media, use any of the below images and sample copy options!

The toolkit includes posts for social media feeds and stories. Click on each photo in the toolkit to automatically download the image. You can also visit the [All In 5K Google Drive](#) to view and download all graphics in this toolkit and more, sized for social media feed posts (1080x1350 px) or social media stories (1080x1920 px).



Sample Copy

Option 1

I'm running/walking/rolling Team IMPACT's All In 5K, and you can be ALL IN with me - from anywhere! Team IMPACT matches kids with serious illness and disability with college sports teams, creating lifelong bonds and life-changing outcomes for everyone involved. For just \$15, you can join the Team IMPACT community to run, walk, and roll to get all kids in the game. Join my team or give to support kids and athletes across the country at LINK. #AllInAllTogether

Option 2

For just \$15, you can be all in to get all kids in the game. Join me and the entire Team IMPACT community in running, walking, or rolling the All In 5K—from anywhere!—on October 25. Your support will give the gift of team to thousands of kids with serious illness and disability. Learn more about Team IMPACT and the All In 5K at LINK. #AllInAllTogether."

Option 3

Run, walk, or roll to make an IMPACT. Join me and the entire Team IMPACT community on October 25 from anywhere for Team IMPACT's All In 5K. Give \$15 to move 5K for Team IMPACT. Be All In at teamimpact.org/AllIn5k. #AllInAllTogether

Of course, you are not limited to any of these copy options! Use your own voice to share why your community should participate in the All In 5K!

Add Your Brand

You can add your school, company, team, or any other logo to the All In 5K graphics below, or create your own! These graphics are available as png files, or you can download the photoshop file to customize the template for your own use.

Click on the photos below automatically download the image or visit the [All In 5K Google Drive](#) to download the editable photoshop template.



Sample Copy

Option 1

[COMPANY NAME] is teaming up with Team IMPACT for the ALL IN 5K, and you can be ALL IN with us! Team IMPACT matches kids with serious illness and disability with college sports teams, creating lifelong bonds and life-changing outcomes for everyone involved. For just \$15, you can join [TEAM NAME] and the Team IMPACT community to run, walk, and roll to get all kids in the game - from anywhere! Join the team or donate to support kids and athletes across the country at LINK. #AllInAllTogether

Option 2

Join [TEAM NAME] and the entire Team IMPACT community in running, walking, or rolling the All In 5K—from anywhere!—on October 25. Your support will give the gift of team to thousands of kids with serious illness and disability. Learn more about Team IMPACT and the All In 5K at LINK. #AllInAllTogether.

Of course, you are not limited to any of these copy options! Use your own voice to share why your community should participate in the All In 5K!



Share the All In 5K Challenges!

Everyone likes a bit of friendly competition! From registration to event day, we challenge you to make an IMPACT. Challenge participants to engage with their audiences and compete in social-driven fundraising challenges by sharing on your story. Be sure to check out the [All In 5K Google Drive](#) to download all graphics.

With each challenge, be sure to link the All In 5K Registration page: teamimpact.org/allin5k

REGISTRATION CHALLENGE

When you register, download the registration challenges, announcing your registration and challenging five of your friends to get involved.

ALL ABOUT ME CHALLENGE

As you prepare for the 5K, tell us more about yourself! Download our All In: About Me story, upload to your Facebook and Instagram stories, and fill it in with information about you. Use Instagram's donate sticker on the right side of the graphic to encourage others to give to the All In 5K.

GET IN THE GAME CHALLENGE

We challenge you and your followers to give! Use our Get in the Game fundraising boards to raise money. Post the Get in the Game graphic to your Instagram stories, use the link feature on Instagram stories to link to your fundraising page. Every time someone gives one of the designated amounts, cross that number out on your board and tag the donor.

ALL IN ESSENTIALS CHALLENGE

During your final week of 5K prep, we challenge you to share your All In Essentials. We asked our GoTeam what they can't run without, and we want to hear the same from you! Download the All In Essentials graphic and share on your stories, circling the items you can't run/walk/roll without and adding any others.

SHARE A TEAM IMPACT STORY

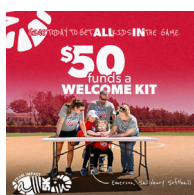
Team IMPACT is proud to match children with college athletics teams nationwide. Read the stories of Team IMPACT matches on the [Team IMPACT Blog](#). Then, download a graphic from the [All In 5K Google Drive](#) of a story that resonates with you to share on your Instagram or Facebook story.



Share Where the Money Goes!

Participating in 5K helps not only bring people together across the country, but also helps us raise critical funds to get more kids in the game. Whether it's \$5 or \$5,000, your support helps give our once-in-a-lifetime experience to children facing serious illness and disability and college student-athletes.

Share where your supporters money will go in social! Use the descriptions and images below (or create your own) to show others the impact you are making.



\$50: Funds a Family Welcome Kit

When a child is officially matched with a team, they receive a special welcome package with exciting Team IMPACT items, apparel, and a hand-written welcome letter. This official package kicks off their two-year journey with the program—making life-long memories, growing confidence, fostering an extension of their support system, and finding a sense of belonging.



\$100: Funds Medical Referral Outreach Visits

Many of the dedicated student-athletes in our program make special outreach efforts to introduce Team IMPACT to new hospitals or continue to foster the existing connections we have built with these institutions. These visits ensure that a child's care team keeps Team IMPACT top of mind for any patients who may benefit from the program, leading directly to dozens of family referrals and a number of active matches!



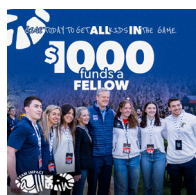
\$250: Funds a Signing Day Package

Every Team IMPACT signing day looks different—from confetti and community to press conferences, photo shoots, and official locker presentations—but for all new matches, Signing Day signifies a child's formal commitment to join the team! With your support we can provide swag, decor, and an official Team IMPACT Signing Day welcome box that will act as a launching pad from which a campus can build their own unique experience.



\$500: Funds an Awareness Event

The key to making matches between teams and families is ensuring that all who benefit from Team IMPACT know about the program! Awareness Events come in many shapes and sizes—from fun-filled family activity days to awareness games on campus. There are endless opportunities to ensure that families, teams, disease-communities, and potential supporters are aware of our mission and have a way to get involved. Your gift will help bring Team IMPACT to life at campuses, conferences, and dinner tables across the Nation.



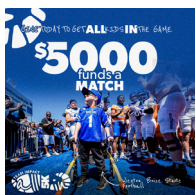
\$1,000: Funds a Fellow to Attend the Annual Fellowship Summit

Fellows, a select group of student-athletes who have applied and been chosen to represent Team IMPACT on their campuses, collaborate with the athletic department and greater campus community to raise awareness and increase program participation. In return, Team IMPACT provides opportunities for Fellows to build their skills in leadership, community engagement, public speaking, and professional development, preparing them to be leaders in the workforce and beyond. With your help we can send each fellow to the Team IMPACT Fellowship Summit (which includes travel, room and board, meals, etc.). This event brings together 170+ Fellows from across the country for a comprehensive three-day training program.



\$2,500: Funds A Once-In-A-Lifetime Game Day Experience

From March Madness and Frozen Four to the Bowl Games, championship series are incredible achievements for teams and their teammates alike. As true members of the team, Team IMPACT strives to ensure that matched children are able to participate in these once-in-a-lifetime moments alongside the student-athletes. With your generous gift we can provide the estimated funds required for travel, lodging, and other expenses that allow a child and their family to participate in these momentous games, making memories that last a lifetime.



\$5,000: Funds a Match

Team IMPACT has made more than 3,000 matches at more than 750 colleges across all 50 states. Many moments go into the creation of a successful match, from outreach to the match-up process, ongoing case management support, through graduation and the many other steps in between. Your support allows our clinical team to create and manage a personalized game plan for each and every child, every step of the way. Your generous contribution would fund the Team IMPACT experience for one child for a full year.

Click to download each graphic, or visit the [All In 5K Google Drive](#) to download.

Get Creative!

Now that you have everything you need and are brainstorming ideas on what to share, it's time to get creative! Use these assets on your story, share your 5K training tips, get to know other members of the Team IMPACT community, and get more people involved in the All In 5K.

Download our logos below, share your personal fundraising link and our All In 5K webpage, and tag @goteamimpact using the hashtags #AllInAllTogether and #AllIn5K. Follow us on Facebook, Instagram, TikTok and X and tag @goteamimpact for inspiration, motivation, and information leading into the 5K.

Logo usage: Use logo 1 (blue border logo) on light backgrounds and logo 2 (white border logo) on dark backgrounds.

Logo 1



Logo 2



With any questions about our social media toolkit, email Lexie Turner, Senior Manager, Marketing and Content, at lmehallis@teamimpact.org.